

Name		GP Class	
Reg No.			

NATIONAL JUNIOR COLLEGE
Senior High 2 Preliminary Examination
Higher 1

General Paper
Paper 1

8881/01
20 Aug 2024

Additional Materials: Answer Booklet

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

Write your registration number, GP class and name on all the work you hand in.
Write in dark blue or black pen on both sides of the paper.
Do not use staples, paper clips, glue or correction fluid.

Answer **one** question.

Note that up to **20** marks out of **50** will be awarded for your use of language.

All questions in this paper carry equal marks.

To be completed by candidate	
Question attempted	
For examiner's use only	
Content	/ 30
Language	/ 20
Total	/ 50

This document consists of 2 printed pages.

2

Answer **one** question.

Answers should be between 500 and 800 words in length.

- 1 Assess the view that traditional businesses have no future in your society.
- 2 'The arts should provoke rather than merely please.' How far do you agree with this statement in relation to your society?
- 3 'The progress of science is limited by selfish agendas.' Discuss.
- 4 'Anger motivates change.' How true is this in the context of environmental activism?
- 5 Do you agree that the world of sport is better today because of technology?
- 6 'Societies today have learnt nothing from the mistakes of the past.' Discuss.
- 7 Consider the view that politics today is all talk and no action.
- 8 'The world is in need of more dreamers.' Comment.

Name		GP Class	
Reg No.			

NATIONAL JUNIOR COLLEGE
Senior High 2 Preliminary Examination
Higher 1

General Paper

Paper 2
INSERT

8881/02**23 August 2024****1 hour 30 minutes**

READ THESE INSTRUCTIONS FIRST

This Insert contains the passages for Paper 2.

Passage 1. *An author writes about the decline of shopping malls.*

- 1 Much has been written on the phenomenon of the collapse of the American mall and the reasons for it. The most obvious – the rise of online retail – is undeniably a significant factor, but it also masks a rot that had been spreading before Amazon gutted brick-and-mortar shops. It is hard to think of any comparable social institution that cost so much and covered so much physical space and then imploded so quickly. As always, the story is far more complex than any tidy summary can encompass. 5
- 2 The first contemporary, enclosed suburban shopping mall in America – Southdale Shopping Centre in Edina, Minnesota – was built in 1956, and the idea was incredibly successful. The exodus from urban centres to suburbs created an enormous opportunity to fill a vacuum for goods and services in smaller communities. A mall patron could get their hair styled, buy groceries, visit the bank, and enjoy an art installation all in one building. As the concept gained steam, the mall seemed a well of endless novelty – a preeminent showcase of modern architecture and innovative products. As malls flourished, in many communities they decimated urban shopping districts, which by then had come to be viewed by some as outdated and unsafe. 10 15
- 3 By their heyday in the late 1970s and 1980s, malls seemed like a never-ending source of income. Not only had they established themselves as dominant retail hubs, for developers especially, new malls were built to compete with old ones: bigger, more upscale, or just different. Even though the popularity of malls would continue well through the 1990s, this competition was the key factor that led to the cascade of closures that followed. There were too many malls that cannibalised each other's customers. Novelty meant that when one mall became dated, there was another one to go to instead. 20
- 4 The overabundance of suburban malls heralded a subtle but important perceptual shift – by the 2000s, dated and poorly maintained malls were commonplace, and the view of them as sparkling palaces of wonder and delight was fading. It had become trendy to hate them. Department stores were losing the battle for cost-conscious consumers to big box retailers like Walmart, which spread like wildfire through the 1990s. Poor management, obsolete marketing strategies, and unsustainable expansion left retailers like JCPenney and Macy's at a tremendous strategic disadvantage against bargain stores like TJ Maxx and fashionable (and often freestanding) chains like Target. 25 30
- 5 The failure of larger anchor stores presented another catastrophic problem. The very size of malls became a liability: dead ends, darkened storefronts, and vacant corridors created eerie, lifeless pockets – and a death spiral. Fewer tenants, fewer shoppers, decreased income, more unkempt areas. Malls became static islands surrounded by seas of asphalt. When online shopping grew, it stabbed a victim that was already bleeding out. The pandemic and inflation did not improve the situation either. In the 1980s, there were roughly 2,500 malls in the United States. Today, there are approximately 700, a number most analysts expect to continue to decline. 35
- 6 As millennials and Gen Zers mature and their purchasing power increases, the concept of traditional malls is being replaced. These younger consumers prefer to spend their money on experiences rather than on material things. Some malls are attempting to weather the storm by offering amenities, experiences, and entertainment to enhance the shopping experience. But there are no sure bets, and the champions of today's marketplace may be buried in dust and shadows tomorrow. 40

Passage 2. *An author writes about the continued relevance of shopping malls.*

- 1 Shopping is the most contemporary social activity that happens today, predominantly in shopping malls. Shopping malls are social spaces designed within the walls in a cleaner and safer environment. One must not neglect, however, that malls are centrally capitalist structures. They embody a country's economic growth, and exist to meet consumer demand from a population keen to express its affluence and purchasing power. 5
- 2 Unofficially, shopping malls are the heart and soul of communities, the foundation of retail economies, and a social sanctuary for teenagers everywhere. Various global trends are coming together at the same time to cause malls to change the role they play in people's lives. No longer are they primarily about shopping. Now, when consumers visit malls, they are looking for experiences that go well beyond traditional shopping. The trends helping to create this change include changing demographics, such as an ageing population and increased urbanisation, which means more people living in smaller spaces and a greater need for public spaces in which to socialise and congregate. In this environment, malls offer a much-welcomed watering hole, especially in cities where other public spaces are not safe. Sustainability concerns are causing some consumers to prefer mixed use developments where they can live, shop and work all within walking distance – instead of having to get into a car and drive to a crowded suburban mall. 10 15
- 3 Today's shoppers are akin to modern-day flâneurs who navigate curated spaces that blend commerce with leisure and spectacle, and observe people and society. Much like their 19th-century counterparts who strolled through Parisian arcades, they wander through corridors lined with boutique shops and upscale global brands, seeking not just products but experiences that enhance their well-being. Shoppers benefit from the new emphasis on a curated mix of smaller stores that add a sense of novelty to the mall offering. Additionally, some malls are making greater use of temporary, flexible spaces that can accommodate different uses over time. Malls are also focusing on specific consumer segments that allow consumers to find an area that caters to them. These experiences offer a special kind of freedom – the freedom to explore, indulge, and forge connections. 20 25
- 4 The e-commerce revolution and the rise of digital technologies are fundamentally reshaping consumer expectations and shifting the function of stores towards useful and entertaining customer experiences. What began as a cathedral of retail consumerism is becoming a place where people can connect and enjoy individual and collective experiences that are unavailable online. 30

Passage 3. *The author believes that malls should not be repurposed.*

- 1 For most of my life, the shopping mall was the symbol of the capitalist experiment. Everything about it celebrated consumerism and the illusion of abundance. My generation came of age when movies both celebrated and mocked the mall's cultural primacy: it was the theatre of adolescent angst and makeovers. Malls were sort of for losers, a little bit, but you went anyway. They were a stable signifier of vaguely embarrassing American excess, a place where you could purchase what you were missing: a bit of edge maybe, or glamour. 5
- 2 But as the mall's popularity plummeted, its shiny hysterical promises started to seem shabby and worryingly fallible. A mall stripped of its spell – its meandering people on doomed but pleasing quests, buying nothing but having a good time – is at best sad, and at worst embarrassing. Today's teenagers have now abandoned the mall. 10
- 3 Developers, entrepreneurs, and even governments are desperately trying to find new uses for malls. Malls are becoming home to community colleges, libraries and offices. These efforts, while noble and good, are essentially futile. Malls were made to be malls. Being temples to consumerism, malls were tailor-made to be exactly what they were. Trying to force the issue by repurposing the former makeup counters and dressing rooms into art exhibits or hipster cafes makes the result seem impoverished and weird. 15

Name		GP Class	
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NATIONAL JUNIOR COLLEGE
Senior High 2 Preliminary Examination
Higher 1

General Paper

Paper 2

8881/02

23 August 2024

Candidates answer on the Question Paper.
Additional Materials: Insert

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

Write your registration number, GP class and name on all the work you hand in.
Write in dark blue or black pen on both sides of the paper.
Do not use staples, paper clips, glue or correction fluid.

Answer **all** questions.

The Insert contains the passage for comprehension.

Note that up to **15** marks out of **50** will be awarded for your use of language.

The number of marks is given in brackets [] at the end of each question.

For Examiner's Use	
Question No.	Marks
1	
2	
3	
4	
5	
6	
7	
8	
9	
Content	/ 35
Language	/ 15
Total	/ 50

This document consists of 7 printed pages and 1 blank page.

Answer all questions.

For
Examiner's
Use

Your answers should be:

- written in **your own words as far as possible**. Where you select the appropriate material from the passage for your answer, you must still use your own words to express it.
- written in **continuous prose**.

From Passage 1

1 According to the author, what are **two** reasons for 'the collapse of the American mall' (line 1)?

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.....

.....

.....[2]

2 In paragraph 2, explain how the author supports the claim that the idea of the suburban shopping mall 'was incredibly successful' (line 8).

.....

.....

.....

.....

.....

.....[3]

3 Explain **three** ways in which the author uses language in paragraph 5 to convey the failure of larger anchor stores.

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.....

.....

.....

.....[3]

For
Examiner's
Use

4 From lines 40-42, how has the concept of traditional malls changed?

.....

.....

.....

.....[2]

5 In what way is the final sentence (lines 42-44) an effective conclusion to the author's argument?

.....

.....[1]

From all the passages

*For
Examiner's
Use*

7 Passage 1 states that the view of shopping malls 'as sparkling palaces of wonder and delight was fading' (lines 24-25).

Identify **one** specific idea from Passage 3 which can be used to support this statement. Justify your answer.

.....
.....
.....
.....[2]

8 Passage 2 states that 'some malls are making greater use of temporary, flexible spaces that can accommodate different uses over time' (lines 23-25).

Identify **one** specific idea from Passage 3 which can be used to undermine this statement. Justify your answer.

.....
.....
.....
.....[2]

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From Passage 1 [11m for Passage 1's SAQs]

1. According to the author, what are **two** reasons for 'the collapse of the American mall' (line 1)? [2]

From the passage	Suggested answer
<p>1. The most obvious—the rise of online retail—is undeniably a significant factor, (L2) ...Amazon gutted brick-and-mortar (EG of point 1)</p> <p>2. but it also masks a rot that had been spreading before Amazon gutted brick-and-mortar</p> <p>It is hard to think of any comparable social institution that cost so much and covered so much physical space and then imploded so quickly.</p>	<p>The two reasons are the</p> <p>1. Emergence/ proliferation/ increasing popularity of e-commerce</p> <p><i>Idea of upward trend/ growth needs to be present for Point 1</i></p> <p>2. (<i>inferred</i>) and the inability of physical malls to keep up / remain relevant.</p> <p><i>or</i></p> <p>People also lost interest in / have been apathetic about going to malls</p> <p><i>or</i></p> <p>(<i>inferred</i>) Malls became too expensive to maintain.</p> <p><i>Note: intensifier needed; 'expensive' alone is insufficient</i></p>
<p>Learning points:</p>	

2. In paragraph 2, explain how the author supports the claim that the idea of the suburban shopping mall 'was incredibly successful' (line 8)? [3]

From the passage	Suggested answer
<p>The exodus from urban centers to suburbs created an enormous opportunity to fill a vacuum for goods and services in smaller communities. (L8-10) <i>Note that 'smaller communities' is synonymous with 'suburbs'</i></p> <p>A mall patron could get their hair styled, buy groceries, visit the bank, and enjoy an art installation all in one building. (L10-11)</p> <p>As the concept gained steam, the mall seemed a well of endless novelty — a preeminent showcase of modern architecture and innovative products. (L11-13)</p>	<p>1. The author supports it by explaining that the suburban mall capitalised on/ exploited the immense consumer demand / need for goods and services. [1]</p> <p><i>Intensifier needs to be captured in point 1</i></p> <p>2. The suburban mall was also capable of providing a wide range of services, located conveniently in the same place. [1]</p> <p>3. It also appeared to offer items / experiences and amenities that were new / never been seen before / unusual / original. [1]</p>
<p>Learning points:</p> <ol style="list-style-type: none"> Essentially, the 3 points can be condensed as: Fill the gap, all things / multi-functional in one place, have fun. Point 1, strictly speaking, can feature the context of smaller communities/ more compact neighbourhoods. But team consensus is that we are willing to overlook that. For Point 3, there is no need to paraphrase the list of activities given. 	

3. Explain three ways the author uses language in paragraph 5 to convey the failure of larger anchor stores. [3]

From the passage	Suggested answer
presented another catastrophic problem (L31)	1. [Function] The author uses extreme / loaded words like 'catastrophic' to [Context] convey their assessment of shopping mall's great / extreme / shattering collapse // falling out of favour among consumers.
became a liability: dead ends, darkened storefronts, and vacant corridors created eerie, lifeless pockets – and a death spiral . (L32-33)	2. [Function] The author uses hyperbole / language with negative connotations to dramatise / illustrate / emphasise / exaggerate [Context] the way that malls have fallen into disrepair / how the malls are no longer attractive (any reasonable response that shows understanding of malls being a liability)
Fewer tenants, fewer shoppers, decreased income, more unkempt areas. (L33-34)	3. [Function] The author's repetition of comparative terms 'fewer' and 'more' highlights / reinforces [Context] the sense of diminished footfall / activity in shopping malls.
Malls became static islands surrounded by seas of asphalt . (L34)	4. [Function] The author employs a metaphor 'static islands' to [Context] describe the condition of malls, suggesting that they are left to inactivity and isolation.
When online shopping grew, it stabbed a victim that was already bleeding out . (L35)	5. [Function] The author personifies the shopping mall as a 'victim ... bleeding out' [Context] to convey the extreme extent of the mall's decline/ failure.
<i>Any 3 out of 5 points</i>	
<p>Learning points:</p> <p>Students need to consider specific instances of language use. The statistics given in the last 2 sentences of Paragraph 5 should not be raised in this answer.</p> <p>Students need not label or provide terms for language use but quotes/ textual references need to be present for marker's understanding. The subsequent explanation needs to present a clear understanding of context.</p>	

4. From lines 40-42, how has the concept of traditional malls changed? [2]

From the passage	Suggested answer
<p>(Inferred: Malls used to offer material things) These younger consumers prefer to spend their money on experiences rather than on material things. (L40-41)</p> <p>Some malls are attempting to weather the storm by offering amenities, experiences, and entertainment to enhance the shopping experience. (L40-42)</p>	<p>1. Malls used to be functional places where people frequented to acquire / purchase what they needed. [1]</p> <p>2. Now, malls need to offer / provide pleasant encounters, besides an enjoyable / delightful time. [1]</p>
<p>Learning points:</p> <p>Answers should address the question, and not unthinkingly reflect line 40's sentence on younger consumers. Students should adopt the good practice of having relevant opening phrases in their answers. Answers should also present the change clearly.</p>	

5. In what way is the final sentence (line 43-44) an effective conclusion to the author's argument? [1]

From the passage	Suggested answer
<p>But there are no sure bets, and the champions of today's marketplace may be buried in dust and shadows tomorrow. (L43-44)</p>	<p>[Function] It is effective in reiterating / reinforcing [Context] the sense of uncertainty / risk / volatility faced by today's shopping malls.</p> <p>OR</p> <p>[Function] It effectively echoes / rehashes / links back to the main / original / initial argument that [Context] the allure of shopping malls cannot withstand the test of time. [1]</p> <p>OR</p>

	<p>[Function] The final sentence intrigues readers to consider the future of malls</p> <p>[Context] by emphasising how there is uncertainty in the future of malls.</p>
<p>Learning points: Students should be familiar with this question type by now. Good reminder for them to reflect contextual understanding in their answers.</p>	

From Passage 2

6. Summarise the reasons why shopping malls are still relevant.

Write your summary in **no more than 120 words**. [8]

Concept	From the passage	Suggested answer
1. Social space	<p>Shopping malls are social spaces designed within the walls in a cleaner and safer environment (L2-3)</p> <p>changing demographics [...] means more people living in smaller spaces and a greater need for public spaces in which to socialize and congregate (L11-13)</p>	<p>Malls remain relevant by being communal places / venues that are conductive for bonding</p> <p>Accept: area for people to come together / provide opportunity for people to gather and interact</p>
2. Economic growth	<p>malls are centrally capitalist structures. They embody a country's economic growth (L3-4)</p>	<p>while encouraging advancement in wealth and industry</p> <p>Idea of growth must be captured Allow lifting: 'economic'</p>
3. Showing off consumer power	<p>exist to meet consumer demand from a population keen to express its affluence and purchasing power (L4-5)</p>	<p>as they serve the ones who want to flaunt their wealth.</p>
4. Community	<p>shopping malls are the heart and soul of communities (L6)</p>	<p>Malls form the essence of social groups/ encapsulate the spirit of / are focal points for neighbourhoods/ are central to the identity of the neighbourhood // bring life to social groups</p>

5. Social sanctuary	... safer environment (L3) a social sanctuary for teenagers everywhere (L7) malls offer a much-welcomed watering hole , especially in cities where other public spaces are not safe (L13-14)	and have become a place of refuge / (safe) haven / an oasis / shelter / retreat
6. New experience	when consumers visit malls, they are looking for experiences that go well beyond traditional shopping. (L9-10) a sense of novelty (L23)	People visit malls for fresh / new / original encounters .
7. Convenience + Closeness (Proximity)	mixed use developments where they can live, shop and work all within walking distance (L15-16)	and innovative / integrated mall designs mean that people can now do most things in the same place / within close proximity to each other.
8. Blend	Mixed use developments (L15) curated spaces that blend commerce with leisure and spectacle (L18),	integrated malls / malls boost multiple functions become places where business and recreation/ entertainment converge/ are combined/ integrated . <i>No need to capture specific examples of what is blended</i>
9. Observe people	and observe people and society (L19)	People-watching/ watch people go by
10. Well-being	seeking not just products but experiences that enhance their well-being (L21-22)	We no longer want merely to own things , but are drawn to adventures that improve our quality of life .
11. Adaptable space (Potential)	some malls are making greater use of temporary, flexible spaces that can accommodate different uses over time (L24)	Malls are also adaptable and their function can change to meet current needs. // Malls offer various/ varied/ diverse purposes
12. Freedom	experiences offer a special kind of freedom – the freedom to explore, indulge, and forge connections (L26-27)	There is a unique / extraordinary sense of empowerment in malls where one has the liberty/ agency to wander, enjoy the pleasure of building / forming social bonds with others <i>Credit as long as contextual understanding</i>

		<i>is intact.</i> <i>If answer only states 'liberty' – [0]</i>
13. Entertaining	useful and entertaining customer experiences (L29-30)	providing a rich / enjoyable / delightful experience for the consumer / client / payer
14. Offline experiences	a place where people can connect and enjoy individual and collective experiences that are unavailable online. (L30-32)	An avenue / a space where consumers can bond / socialise and receive tailored / bespoke / customised or group services in person.
Learning points: It is good practice to indicate word count.		

Points	1	2	3	4	5-6	7-8	9-10	11+
Marks	1	2	3	4	5	6	7	8

From all the passages

7. Passage 1 states that the view of shopping malls 'as **sparkling palaces of wonder and delight was fading**' (lines 24-25).

Identify **one** specific idea from Passage 3 which can be used to **support** this statement. Justify your answer. [2]

From the passage	Suggested answer
But as the mall's popularity plummeted , its shiny hysterical promises started to seem shabby and worryingly fallible . (Passage 3, L7-8)	<p>Passage 3 asserts that as the shopping mall fell out of favour / became increasingly deserted, people started questioning its inherent worth and assumed potential. [1]</p> <p>[Justification] Both passages agree / support / reinforce the notion that while people were optimistic / feeling positive about the role / function / value of the shopping mall, they soon recognised its obsolescence. [1]</p> <p><i>Note: Response must capture the notion that shopping malls are losing their appeal or its popularity is waning, despite them being immaculate or attractive places in its heyday.</i></p>

Learning points:

Marking of intertextual questions: the priority is the comparison here. The comparison (similarity/ 'support' or difference/ 'undermine') ought to be clearly explained with the help of apt discourse markers. If there is a lift of a couple of words, but comparison is clear and overall understanding is intact, then award the marks. The marker exercises discretion to determine if the lifting is excessive.

8. Passage 2 states that 'some malls are **making greater use of temporary, flexible spaces** that can **accommodate different uses** over time' (lines 23-25).

Identify **one** specific idea from Passage 3 which can be used to **undermine** this statement. Justify your answer. [2]

From the passage	Suggested answer
<p>Being temples to consumerism, malls were tailor-made to be exactly what they were (Passage 3, L13)</p> <p>Trying to force the issue by repurposing the former makeup counters and dressing rooms into art exhibits or hipster cafes makes the result seem impoverished and weird. (Passage 3, L14-16)</p>	<p>Passage 3 argues that malls are designated places / hallowed venues for shopping / procurement of goods / services, and they are (specially) customised for it.</p> <p>This contests Passage 2's recognition/ observation that malls are allowing for varied use/ purposes of their retail space.</p> <p><u>OR</u></p> <p>Passage 3 asserts that offering another use for obsolete / unutilised infrastructure is almost futile / a strange / bizarre idea. [1]</p> <p>[Justification] because you cannot blindly assume that spaces are inherently adaptable.</p> <p>In contrast / Contradictorily, Passage 2 believes that adapting is vital / integral to ensure that malls can meet our evolving needs and remain relevant. [1]</p>

Learning points:

Marking of intertextual questions: the priority is the comparison here. The comparison (similarity/ 'support' or difference/ 'undermine') ought to be clearly explained with the help of apt discourse markers. If there is a lift of a couple of words, but comparison is clear and overall

understanding is intact, then award the marks. The marker exercises discretion to determine if the lifting is excessive.

9. The reading passages cover a range of views about shopping malls.

How far do you agree that shopping malls are still relevant today?

Support your answer with reference to:

- the ideas and opinions from **at least** one of the reading passages
- examples drawn from your own experience and that of your society. [12]

